

**Facebook Account Performance
Report
1 May 2019 — 31 May 2019**

Cindy Brooks Vayuvegula (act_225412102)

Key Performance Indicators



Impr
1,697
↑ ∞



Clicks
17
↑ ∞



Cost
\$36.50
↑ ∞



CTR
1.00%
-



Offsite Conversion: Fb Pixel Lead
15
↑ ∞

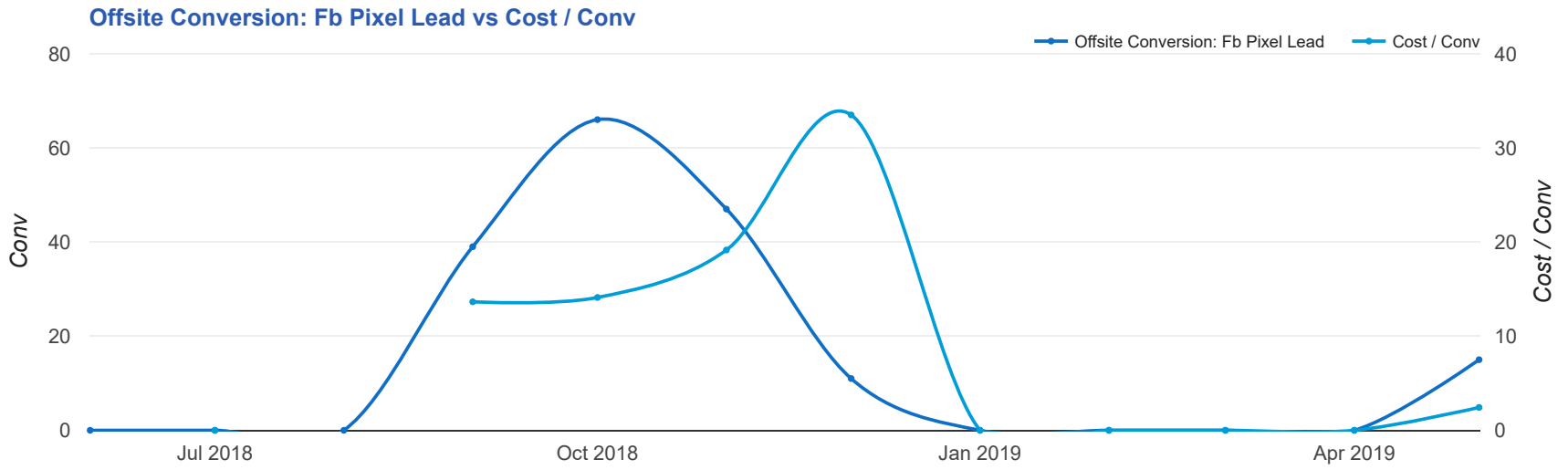


Cost / Conv
\$2.43
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	OFFSITE CONVERSION: FB	
					PIXEL LEAD	COST / CONV
Cindy Brooks Vayuvegula	May, 2019	\$36.50	1,697	17	15	\$2.43

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	OFFSITE CONVERSION: FB	
					PIXEL LEAD	COST / CONV
Cindy Brooks Vayuvegula	Jun, 2018	\$106.54	4,158	113	0	-
Cindy Brooks Vayuvegula	Aug, 2018	\$34.75	1,612	40	0	-
Cindy Brooks Vayuvegula	Sep, 2018	\$532.39	25,030	466	39	\$13.65
Cindy Brooks Vayuvegula	Oct, 2018	\$931.30	49,191	868	66	\$14.11
Cindy Brooks Vayuvegula	Nov, 2018	\$900.21	44,925	750	47	\$19.15
Cindy Brooks Vayuvegula	Dec, 2018	\$368.47	16,331	267	11	\$33.50
Cindy Brooks Vayuvegula	May, 2019	\$36.50	1,697	17	15	\$2.43

Top Performing Campaigns

CAMPAIGN	COST	IMPR	CLICKS	OFFSITE CONVERSION: FB	
				PIXEL LEAD	COST / CONV
Coolsculpting	\$36.50	1,697	17	15	\$2.43

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	OFFSITE CONVERSION: FB	
				PIXEL LEAD	COST / CONV
CS - Women - General Population	\$36.50	1,697	17	15	\$2.43

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	OFFSITE CONVERSION: FB	
					PIXEL LEAD	COST / CONV
CS - Women	\$36.50	1,697	17	1.00%	15	\$2.43

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	OFFSITE	COST / CONV
							CONVERSION: FB	
Cindy Brooks Vayuvegula	55-64	female	\$10.13	384	10	2.60%	12	\$0.84
Cindy Brooks Vayuvegula	35-44	female	\$5.18	270	2	0.74%	1	\$5.18
Cindy Brooks Vayuvegula	45-54	female	\$5.90	284	2	0.70%	1	\$5.90
Cindy Brooks Vayuvegula	65+	female	\$9.84	440	2	0.45%	1	\$9.84
Cindy Brooks Vayuvegula	25-34	female	\$5.45	319	1	0.31%	0	-

Performance By Device

ACCOUNT	DEVICE PLATFORM	COST	IMPR	CLICKS	CTR	OFFSITE CONVERSION:	COST / CONV
						FB PIXEL LEAD	
Cindy Brooks Vayuvegula	mobile	\$34.78	1,531	17	1.11%	15	\$2.32
Cindy Brooks Vayuvegula	desktop	\$1.72	166	0	0.00%	0	-